



Methodology

Americana Analytics is pleased to present the results of this public opinion survey. This section outlines the research techniques used in gathering the information presented in this report. The project director for this study was David Selby, and he was assisted by general staff support. This report contains the results of a telephone survey of N= 1,198 likely voters in Missouri. Responses to this survey were gathered February 20-21, 2020.

Americana Analytics polling is conducted by automated dialing services for landline phones and live calls for cellular phones. The model for this survey was created using a modeling software package specifically designed for Americana Analytics, using a combination of random and stratified sampling. All respondents interviewed in this study were part of a fully representative sample based on the latest voter registration figures and turnout models built using recent election data. The confidence interval associated with a sample of this type is such that 95% of the time results will be within the margin of error of the true values where true values refers to the results obtained if it were possible to interview every likely voter in the country.

Editing, coding, and computer processing of the data was done at the Chandler, AZ office of Americana Analytics. The computer tabulation was produced using a software program specifically designed for Americana Analytics and verified by Americana Analytics staff members for accuracy.

Survey date = February 20-21, 2020

Sample Size = 1,198 likely voters

Margin of Error = $\pm 2.83\%$

Confidence level = 95%

Question 1: What is your political philosophy?

	Very Liberal	Liberal	Moderate	Conservative	Very Conservative	Undecided
Overall	10.83	29.60	38.97	6.11	4.76	9.72
Gender: Female	12.16	28.02	35.32	5.90	6.45	12.15
Gender: Male	8.98	31.81	44.08	6.41	2.41	6.31
Age: < 40	10.16	32.36	33.55	6.62	0.92	16.39
Age: 40 - 60	13.21	30.10	38.36	5.76	7.54	5.03
Age: > 60	7.87	28.84	40.02	6.53	1.47	15.27
Race: Black	13.82	26.37	34.49	6.66	2.63	16.03
Race: Hispanic	3.76	7.95	23.20	1.99	55.38	7.73
Race: White	10.15	33.29	42.51	6.23	0.97	6.86
Race: Other	1.38	10.45	52.86	10.60	0.54	24.17

Question 2: Who are you supporting as the Democratic nominee?

	Biden	Bloomberg	Buttigieg	Gabbard	Klobuchar	Sanders	Steyer	Warren	Undecided
Overall	22.42	17.39	11.22	0.40	8.75	11.02	1.27	10.24	17.28
Gender: Female	28.82	16.33	10.74	0.39	6.27	9.78	2.10	9.66	15.90
Gender: Male	13.94	18.80	11.86	0.43	12.03	12.66	0.17	11.00	19.10
Age: < 40	27.06	11.60	8.70	1.03	8.10	12.41	0.77	12.54	17.80
Age: 40 - 60	13.98	14.80	14.90	0.12	10.45	15.99	2.01	12.90	14.85
Age: > 60	31.93	20.68	7.10	0.70	6.82	5.21	0.45	7.05	20.06
Race: Black	29.34	21.31	8.26	0.17	1.73	9.22	3.81	5.44	20.73
Race: White	18.23	16.03	13.11	0.42	12.35	11.97	0.18	12.55	15.16

Question 3: Which is more important to you?

	Policies	Defeat Trump	Undecided
Overall	32.28	57.48	10.24
Gender: Female	38.60	52.51	8.89
Gender: Male	23.13	64.68	12.19
Age: < 40	35.26	55.00	9.74
Age: 40 - 60	38.11	49.67	12.22
Age: > 60	24.98	67.19	7.83
Race: Black	39.76	48.70	11.54
Race: Hispanic	60.93	37.92	1.15
Race: White	25.91	63.53	10.57
Race: Other	35.57	57.44	6.99

Question 4: What is the most important issue to you?

	Econ.	Health	Guns	Immigration	Education	Foreign	Environment	Abortion	Other
Overall	7.66	40.06	7.66	2.56	6.06	4.22	14.73	6.56	10.49
Gender: Female	6.77	38.85	6.66	1.30	4.47	4.06	17.18	9.49	11.23
Gender: Male	8.90	41.74	9.04	4.31	8.26	4.44	11.36	2.51	9.46
Age: < 40	5.93	46.92	8.04	2.32	5.69	1.65	15.17	2.10	12.19
Age: 40 - 60	8.10	40.80	4.60	3.04	8.49	3.76	14.98	10.50	5.72
Age: > 60	7.20	38.77	11.52	1.96	2.99	4.93	14.40	1.80	16.44
Race: Black	13.01	43.06	7.13	0.84	4.23	1.47	12.79	3.96	13.51
Race: White	6.00	40.28	8.70	3.43	7.53	5.56	16.34	2.91	9.26